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*JFW*

2633

Attorney Docket No. IS-74 Cont.4

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Thomas E. Ward III et al.

Application No. : 10/066,811 Confirmation No.: 6065

Filed : February 4, 2002

For : SYSTEM AND METHOD FOR MODIFYING  
ADVERTISEMENT RESPONSIVE TO EPG  
INFORMATION

Group Art Unit : 2633

Examiner : Fred H. Peng

EXPRESS MAIL LABEL No. EV669676962US

Date of Deposit September 22, 2006

I hereby certify that the enclosures listed below are being deposited with the United States Postal Service "EXPRESS MAIL POST OFFICE TO ADDRESSEE" service under 37 C.F.R. § 1.10 on the date indicated above and are addressed to Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, Virginia 22313-1450.



**ROSE MARIE DHANRAJ**

Enclosures:

Transmittal Letter (3pp. - in duplicate)  
Reply To Office Action (21 pp.)  
Return postcard



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No. EV669676962US

PATENTS  
IS-74 Cont. 4

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New York, New York 10020  
September 22, 2006

Mail Stop AMENDMENT  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, Virginia 22313-1450

TRANSMITTAL LETTER

Sir:

Transmitted herewith: [ ] a Preliminary Amendment;  
[ ] Terminal Disclaimer Under 37 C.F.R. § 1.321(b,c); [X] a  
Reply to Office Action; [ ] a Declaration; [ ] a Power of  
Attorney; [ ] a Submission of Formal Drawings; [ ] formal  
drawings; to be filed in the above identified patent  
application.

**FEE FOR ADDITIONAL CLAIMS**

- A fee for additional claims is not required.
- A fee for additional claims is required.

The additional fee has been calculated as shown below:

CLAIMS REMAINING AFTER AMENDMENT	HIGHEST NUMBER PREVIOUSLY PAID FOR	PRESENT EXTRA	RATE	ADDITIONAL FEES
TOTAL CLAIMS	-	*   =	X   \$   50	=   \$   .00
<hr/>				
INDEPENDENT CLAIMS	-	**   =	X   \$   200	=   \$   .00
<hr/>				
FIRST PRESENTATION OF A MULTIPLE DEPENDENT CLAIM			+   \$   360	=   \$   .00

- A check in the amount of \$ \_\_\_\_\_ in payment of the additional claims is transmitted herewith.
- Please charge \$ \_\_\_\_\_ to Deposit Account No. \_\_\_\_\_ in payment of the filing fee.
- The Director is hereby authorized to charge payment of any additional filing fees required under 37 C.F.R. § 1.16, in connection with the paper(s) transmitted herewith, or credit any overpayment of same, to Deposit Account No. 06-1075, Order No. 004029.0074. A duplicate copy of this transmittal letter is transmitted herewith.

**EXTENSION FEE**

[ ] The following extension is applicable to the Response

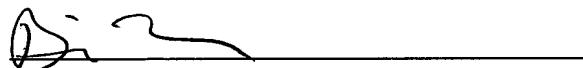
filed herewith; [ ] \$120.00 extension fee for response within first month pursuant to 37 C.F.R. § 1.136(a); [ ] \$450.00 extension fee for response within second month pursuant to 37 C.F.R. § 1.136(a); [ ] \$1020.00 extension fee for response within third month pursuant to 37 C.F.R. § 1.136(a); [ ] \$1590.00 extension fee for response within fourth month pursuant to 37 C.F.R. § 1.136(a); [ ] \$2160.00 extension fee for response within fifth month pursuant to 37 C.F.R. 1.136(a).

[ ] A check in the amount of [ ] \$120.00; [ ] \$450.00; [ ] \$1020.00; [ ] \$1590.00; [ ] \$2160.00; in payment of the extension fee is transmitted herewith.

[ ] Please charge the [ ] \$120.00; [ ] \$450.00; [ ] \$1020.00; [ ] \$1590.00; [ ] \$2160.00; extension fee to Deposit Account No. \_\_\_\_\_. A duplicate copy of this transmittal letter is transmitted herewith.

[X] The Director is hereby authorized to charge payment of any additional fees required under 37 C.F.R. § 1.17 in connection with the paper(s) transmitted herewith, or to credit any overpayment of same, to Deposit Account No. 06-1075, Order No. 004029.0074. A duplicate copy of this transmittal letter is transmitted herewith.

Respectfully submitted,



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Mail Stop Amendment  
Commissioner for Patents  
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Alexandria, Virginia 22313-1450

REPLY TO OFFICE ACTION

Sir:

Responsive to the Office Action mailed June 22, 2006  
(hereinafter "Office Action"), applicants hereby request  
reconsideration of the above-identified patent application in  
view of the following amendments and remarks.

Amendments to the Claims are reflected in the  
listing of claims which begins on page 2 of this Reply.

Remarks begin on page 16 of this Reply.